

Development Comm Mtg 9/28/20

Attending: Tom Lane, Laurie Mercier (notes)

YOY donor analysis FY 19 v FY 20; available in 2 days

Increase of about 114 donors (including individuals and grants, Young and Collins grants) from last FY

overall revenue up 42% (includes PP loan, Collins grant, and \$100K donation)

about same # new donors; but amount donated is up

increase in reactivated donors (180%)

attrition rate down

New t-shirt campaign: get out the vote, cool swag

merch store for 7-8: have sold over 600 items (\$6500 to Meals Wheels and Cares from Blues fest; easy \$4000 for KBOO)

Tom working w/MacRae and Azia to spend down the Juan Young funds for the youth collective before end of October deadline

Give Guide! Nov-Dec, moving forward; KBOO being profiled as BIPOC-led organization

A foundation said we could use \$25K as anonymous match in Give Guide; just have to get new or increased donor funding (includes lapsed donors)

Board letter-writing campaign to raise funds; Laurie will continue her efforts in November after pledge drive

Tom is transitioning to a more full-time employment role in Maine and discussing future role as possible part-time consultant with KBOO station co-managers

(Thank you, Tom, for all your hard work and great fundraising on behalf of KBOO!!)